Public Education Strategic Plan

2002-2007

BRITISH COLUMBIA

Created by the

British Columbia
Public Fire and Life Safety Education
Advisory Committee

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Public Education Strategic Plan

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INTRODUCTION

In 1991, the British Columbia Fire Commissioner appointed a Task Group to study public fire safety education. In January 1992, the Task Group presented a report to the British Columbia Fire Safety Advisory Council, recommending the establishment of a permanent Public Education SubCommittee to coordinate public education initiatives for the province. At the request of the Fire Safety Advisory Council, the Minister of Municipal Affairs formally appointed the Public Education SubCommittee to the Fire Safety Advisory Council.

Once established, the Public Education SubCommittee developed the1995-2000 Public Education Strategic Plan which provided a consistent approach to public education in British Columbia. Many of the initiatives outlined in the plan were realized. These achievements can be credited to the vision of committee members and the commitment and cooperation of the supporting agencies identified in the plan.

Due to a reorganization within the Ministry of Municipal Affairs in 1997, the Public Education SubCommittee was renamed as the British Columbia Public Fire and Life Safety Education Advisory Committee. This new committee was appointed as a working group to make recommendations regarding fire and life safety education directly to the Fire Commissioner.

In order to build on the successes of the 1995-2000 Public Education Strategic Plan, the British Columbia Public Fire and Life Safety Education Advisory Committee has developed the 2002-2007 Public Education Strategic Plan. This plan expands on previous initiatives and introduces new strategies to help promote safety awareness through the delivery of consistent fire and life safety programs on a province wide basis.

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MISSION STATEMENT

The Public Fire and Life Safety Education Strategic Plan for British Columbia promotes safety awareness through the development and delivery of educational programs that help prevent loss of life, injury and property damage.

FOR A SUCCESSFUL VISION

The British Columbia Public Education Strategic Plan 2002-2007 addresses the following issues:

- Provincial Programs
- Provincial Curriculum
- Educational Resources
- Juvenile Firesetters
- Program & Information Delivery
- Public Education Training
- Funding & Partnerships
- Media Strategy
- First Nations
- Wildland Urban Interface
- Statistical & Needs Analysis
- Strategic Plan Evaluation

The strategic plan focuses on results that should be in place within the five year period, 2002-2007.

POSITION STATEMENTS

The Public Fire and Life Safety Education Advisory Committee will:

- Advocate that the Public Fire and Life Safety Education Advisory Committee together with supporting budgetary commitments, be established and maintained by statute.
- Establish a public fire and life safety education curriculum for British Columbia that identifies the content of fire and life safety education programs, target audiences, and required resources.
- Approve educational resources that meet established criteria and list them in the catalogue of approved program materials.
- Initiate awareness campaigns that respond to emergent needs and address fire and life safety issues identified through current research.
- Provide for the ongoing evaluation of existing fire and life safety campaigns and programs.
- Endorse programs and campaigns that meet the goals and objectives of the Public Fire and Life Safety Education Strategic Plan, for the benefit of all people in British Columbia.
- Continue to support and enhance juvenile firesetter intervention efforts in British Columbia.
- Identify strategies and establish guidelines to provide for the consistent delivery of fire and life safety education.
- Support the development and delivery of a curriculum for certification to the *BC Public Fire and Life Safety Educator Standard.*
- Identify provincial fire and life safety needs through analysis of provincial fire loss data.
- Develop and implement education programs, using the data collected through the integrated provincial fire reporting system.
- Analyse the success of all fire and life safety programs based on data collected through the provincial fire reporting system.
- Establish funding criteria and pursue funding opportunities for public education initiatives.
- Establish a media strategy to promote public education messages throughout British Columbia.

Position Statements (cont'd.)

- Advocate for the establishment of an inter-ministry interface committee to explore cross-government opportunities, resources and educational strategies to increase public awareness of interface issues.

- Provide direction for future strategic planning based on needs analysis and ongoing strategic plan evaluation.

- Develop an action plan for implementation of strategic plan position statements and strategic initiatives.

STRATEGIC INITIATIVE:

PROVINCIAL PROGRAMS

The Public Fire and Life Safety Education Advisory Committee will identify educational programs that should be undertaken on a provincial basis through the Office of the Fire Commissioner.

Provincial fire and life safety programs will promote a balance of fire and life safety year round. To satisfy current and future needs, programs may include, but are not limited to the following:

burn awareness
injury prevention
fire prevention
emergency preparedness
campaigns surrounding seasonal and festive holidays

PROVINCIAL PROGRAMS		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Review the existing criteria for evaluating potential public fire and life safety programs	Public Education Advisory Committee Office of the Fire Commissioner	September 2002
Complete an annual review and revision of current provincial fire and life safety programs	Public Education Advisory Committee Office of the Fire Commissioner	July (annually)
Using provincial fire loss statistics and provincial public fire and life safety curriculum, identify provincial programs that need to be developed	Public Education Advisory Committee Office of the Fire Commissioner	May 2003
Explore opportunities for partnerships with government, and appropriate community and corporate funding sources to deliver provincial fire and life programs	Public Education Advisory Committee Office of the Fire Commissioner	December 2002

STRATEGIC INITIATIVE:

PROVINCIAL CURRICULUM

The Public Fire and Life Safety Education Advisory Committee will continue the development, delivery and ongoing review of a provincial public fire and life safety curriculum. The curriculum will provide comprehensive lesson plans, delivery strategies, and resource information. It will include, but not be limited to, the following:

Age Groups (such as Preschool through to Seniors)
Injury Prevention
Special Interest Groups (such as people with disabilities)
Special Topics (such as media strategies, seasonal topics, special events)
Position Papers

The provincial fire and life safety curriculum will be designed to enable local fire departments and other agencies to select and provide appropriate educational information for identified target audiences, in a manner that is consistent throughout the province.

PROVINCIAL CURRICULUM		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Identify appropriate sponsors for the production of the public fire and life safety education curriculum	Curriculum Task Group Public Fire and Life Safety Education Advisory Committee	February 2002
Complete the first draft of the provincial public fire and life safety education curriculum	Curriculum Task Group	March 2002
Complete final draft of the fire and life safety education curriculum	Curriculum Task Group Public Fire and Life Safety Education Advisory Committee Office Fire Commissioner	April 2002
Complete and adopt the provincial public fire and life safety education curriculum	Curriculum Task Group Public Fire and Life Safety Education Advisory Committee Office Fire Commissioner	May 2002

PROVINCIAL CURRICULUM		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Develop a guideline outlining strategies for training fire departments on the effective use of the provincial curriculum	Curriculum Task Group Office Fire Commissioner Public Fire and Life Safety Education Advisory Committee	September 2002
Provide ongoing training to the BC Fire Service on the effective use of the provincial public fire and life safety education curriculum	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	January 2004
Conduct ongoing review and revision of the public fire and life safety education curriculum	Curriculum Task Group Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	January 2006

STRATEGIC INITIATIVE:

EDUCATIONAL RESOURCES

The Public Fire and Life Safety Education Advisory Committee will develop, distribute and maintain a catalogue of approved educational resources (print, internet, media), that meet the criteria identified in the *Educational Resource Review Process*. This will enable the fire service and other agencies involved in fire safety education to choose educational resources that have been provincially reviewed and recommended. This catalogue will help identify subject areas in need of resource development.

EDUCATIONAL RESOURCES		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Review and revise the *Educational Resource Review Process*	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	September 2002
Begin development of the educational resource catalogue	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	September 2002
Complete and distribute the first edition of the educational resource catalogue	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	December 2003
Identify educational resources and programs which need to be developed	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	December 2003
Begin development of educational resources and programs. Pursue partnership opportunities with government, community and corporate sponsors for the development of identified resources	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	January 2004

STRATEGIC INITIATIVE:

JUVENILE FIRESETTERS

The Public Fire and Life Safety Education Advisory Committee will continue to support the juvenile firesetter intervention efforts of the BC Fire Service, by providing ongoing review and development of relevant educational resources, training opportunities, and collection and assessment of juvenile firesetter data.

The Public Fire and Life Safety Education Advisory Committee will explore strategies to facilitate an inter agency approach to the juvenile firesetting problem in British Columbia.

JUVENILE FIRESETTERS		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Review and revise the current British Columbia Juvenile Firesetter Manual	JFS Task Group Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	December 2002
Explore strategies to reach interested agencies on a community level with regard to preventive fire safety education and issues surrounding juvenile firesetting	JFS Task Group Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	January 2003
Identify juvenile firesetter educational resources and programs that need to be developed	JFS Task Group Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	May 2003
Begin development of educational resources to support juvenile firesetter intervention efforts. Pursue appropriate partnership opportunities for the development of resources	JFS Task Group Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	June 2003

JUVENILE FIRESETTERS		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Provide ongoing juvenile firesetter intervention training opportunities for BC fire departments and other interested agencies	JFS Task Group Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	December 2006
Conduct ongoing review of juvenile firesetter data collected	Office of the Fire Commissioner	December 2006
Produce and distribute annual juvenile firesetter statistical report to all appropriate interest groups	Office of the Fire Commissioner	May (annually)
Refine and develop programs based on data collection	JFS Task Group Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	December 2005
Incorporate juvenile firesetter reporting into web based provincial fire reporting system	Office of the Fire Commissioner	September 2002

STRATEGIC INITIATIVE:

PROGRAM & INFORMATION DELIVERY

The Public Fire and Life Safety Education Advisory Committee will establish effective methods for the distribution of public fire and life safety information to the fire service, in order to ensure that all British Columbians are informed about fire and life safety. Methods of delivery will include, but are not limited to the following:

Provincial Curriculum
Internet
Newsletters
Media

The Public Fire and Life Safety Education Advisory Committee will develop procedures to support the delivery of consistent fire and life safety education messages. Procedures to ensure consistent message delivery will include, but are not limited to the following:

Provincial Position Papers
Safety Sheets
Public Safety Announcements

PROGRAM / INFORMATION DELIVERY		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Establish and maintain a comprehensive public fire and life safety education component on the Office of the Fire Commissioner internet site Provide other BC fire service association web sites with current, accurate fire and life safety messages	Office of the Fire Commissioner Public Fire and Life Safety Education Advisory Committee	January 2003
Advocate the establishment of a British Columbia Public Educators Association as an avenue for information exchange	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	September 2002

PROGRAM / INFORMATION DELIVERY		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Develop a provincial public education newsletter to be distributed quarterly to all British Columbia fire departments	Office of the Fire Commissioner Public Fire and Life Safety Education Advisory Committee	October 2002
Continue to produce Public Education Position Papers on fire and life safety issues that are unclear or of a potentially controversial nature, to assist in the consistent delivery of fire and life safety messages throughout the province	Office of the Fire Commissioner Public Fire and Life Safety Education Advisory Committee	December 2006
Continue to produce Public Education Safety Sheets on a variety of fire and life safety topics	Office of the Fire Commissioner	December 2006
Continue to produce Public Safety Announcements on issues currently facing British Columbia communities	Office of the Fire Commissioner	December 2006

STRATEGIC INITIATIVE:

PUBLIC EDUCATION TRAINING

The Public Fire and Life Safety Education Advisory Committee will advocate the development of a structured training program so that all members of the British Columbia fire service have access to training that will assist them to educate the public about fire and life safety.

PUBLIC EDUCATION TRAINING		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Recommend that the JIBC Fire and Safety Division in conjunction with the BC Public Fire and Life Safety Education Advisory Committee develop an accredited curriculum for achieving Public Education Officer I, II, and III based on *British Columbia Public Fire and Life Safety Educator Standard*	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner JIBC Fire and Safety Division	January 2002
Implement curriculum for achieving Public Education Officer I, II, and III, as a stand alone program and/or incorporated into other fire service training programs	JIBC Fire and Safety Division	January 2003

STRATEGIC INITIATIVE:

FUNDING & PARTNERSHIPS

The Public Fire and Life Safety Education Advisory Committee will pursue government funding for all provincial public fire and life safety education initiatives. If necessary, appropriate community and corporate partnerships will be established.

Agreements with appropriate partners will specify performance criteria that include: duration of agreement, financial commitment, degree of corporate advertising, and promotional support, congruent with the delivery process.

FUNDING / PARTNERSHIPS		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Establish priorities for government funding of provincial public fire and life safety education initiatives	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	September 2002
Develop sponsorship performance criteria	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	September 2002
Develop draft agreement document for funding sources	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	December 2002
Identify potential community and corporate funding sources that reflect sponsorship performance criteria	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	January 2003
Review existing sponsorship partnerships to reflect sponsorship performance criteria	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	March 2003
Provide ongoing recognition to appropriate funding partners	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	December 2006

STRATEGIC INITIATIVE:

MEDIA STRATEGY

The Public Fire and Life Safety Education Advisory Committee will establish a media strategy to promote public education messages throughout British Columbia.

The media strategy will provide guidance for building relationships with the media at both the provincial and community levels. It will outline procedures for addressing provincial fire service media issues, guidelines for working effectively with local media, and opportunities for fire service media training.

MEDIA STRATEGY		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Create guidelines to assist fire departments to work effectively with their local media	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	March 2003
Create a fire service media training program	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	March 2004
Develop a provincial public education media plan and effective tools, both electronic and print copy, to communicate fire and life safety messages to the public	Public Fire and Life Safety Education Advisory Committee Office of the Fire Commissioner	January 2004
Advocate the hiring of a Public Information Officer for the Office of the Fire Commissioner	Public Fire and Life Safety Education Advisory Committee	January 2003
Develop a provincial Office of the Fire Commissioner media plan, including a protocol to provide leadership for addressing provincial fire service media issues	Office of the Fire Commissioner	September 2003

STRATEGIC INITIATIVE:

WILDLAND / URBAN INTERFACE

The Public Fire and Life Safety Education Advisory Committee will work together with the Ministry of Forests to advocate a multi agency approach to interface issues.

WILDLAND / URBAN INTERFACE		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Develop public home protection interface information	Ministry of Forests Office of the Fire Commissioner Public Fire and Life Safety Education Advisory Committee	March 2003
Establish delivery strategies for the distribution of home protection interface information	Ministry of Forests Office of the Fire Commissioner Public Fire and Life Safety Education Advisory Committee	June 2003
Advocate for the establishment of an inter-ministry interface committee to explore cross-government opportunities, resources and educational strategies to increase public awareness about interface issues	Ministry of Forests Office of the Fire Commissioner Public Fire and Life Safety Education Advisory Committee	January 2003

STRATEGIC INITIATIVE:

FIRST NATIONS

The Public Fire and Life Safety Education Advisory Committee will work in cooperation with First Nations Emergency Services Society (FNESS) to create positive and cooperative relationships between native and non native communities regarding public fire and life safety education.

FIRST NATIONS		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Conduct a needs analysis to identify target areas for public fire and life safety educations programs in First Nations' communities	Public Fire and Life Safety Education Advisory Committee First Nations Emergency Services Society Office of the Fire Commissioner	March 2003
Develop strategies to deliver provincial fire and life safety education programs within First Nations' communities. These strategies should reflect traditional and cultural awareness	Public Fire and Life Safety Education Advisory Committee First Nations Emergency Services Society Office of the Fire Commissioner	September 2003
Establish a consistent method of sharing public fire and life safety education information and programs	Public Fire and Life Safety Education Advisory Committee First Nations Emergency Services Society Office of the Fire Commissioner	January 2004

STRATEGIC INITIATIVE:

STATISTICAL & NEEDS ANALYSIS

The Office of the Fire Commissioner will establish a system for ongoing analysis of provincial fire loss data in order to identify provincial trends and needs.

STATISTICAL AND NEEDS ANALYSIS		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Continue to implement the provincial web based fire reporting system, which includes reporting of juvenile fire setter incidents, fires on First Nations' lands, non dollar loss fires, and fire related deaths and injuries	Office of the Fire Commissioner	December 2006
Identify provincial fire and life safety needs through analysis of provincial fire loss data	Office of the Fire Commissioner	March (annually)
Continue to evaluate and review the provincial fire reporting system and data analysis system	Office of the Fire Commissioner	December 2006
Facilitate the collection and exchange of fire and life safety injury statistics with other related agencies	Office of the Fire Commissioner Public Fire and Life Safety Education Advisory Committee Ministry of Health - Injury Prevention Advisory Committee	March 2003

STRATEGIC INITIATIVE:

STRATEGIC PLAN EVALUATION

The Public Fire and Life Safety Education Advisory Committee will develop a system to evaluate the effectiveness of the Public Education Strategic Plan.

STRATEGIC PLAN NEEDS ANALYSIS		
TASK DESCRIPTION	**ACTION**	**TIME LINE**
Develop and distribute an annual *Strategic Plan Progress Report*	Office of the Fire Commissioner Public Fire and Life Safety Education Advisory Committee	March (annually)
Provide direction for future strategic planning based on needs analysis and ongoing strategic plan evaluation	Office of the Fire Commissioner Public Fire and Life Safety Education Advisory Committee	September 2006

MEMBERSHIP

Public Fire and Life Safety Education Advisory Committee

January 2, 2002

The following list identifies appointed members and alternatives currently serving on the British Columbia Public Fire and Life Safety Education Advisory Committee.

Geoff Burston
Fire Academy
Justice Institute of BC

Bob Cannon
Mission Fire Rescue
Fire Training Officers' Association of BC

Bruce Hall (Chair 1998-2002)
Abbotsford Fire Rescue
Fire Chiefs' Association of BC

Jim Hancock
Richmond Fire Rescue
Fire Chiefs' Association of BC

Jeff Hopkins
Ministry of Education

Ian Josephson
Chilliwack Fire Department
Fire Prevention Officers' Association of BC

Barb Kidd
Office of the Fire Commissioner
Ex-officio

Al Leier
Prince George Fire Department
BC Professional Fire Fighters' Association

Grant Lupton (Chair 1992-1996)
Deputy Fire Commissioner
Office of the Fire Commissioner

Dave McCauley
First Nations Emergency Services Society

Rita Paine (Vice Chair 1998-2002)
Langley Township Fire Department
Greater Vancouver Fire Chiefs' Association
Public Education Committee

Bob Stevens
Gibsons Volunteer Fire Department
Volunteer Fire Fighters' Association of BC

Wendy Stewart
Protection Branch
Ministry of Forests

Bryon Taylor
Office for Injury Prevention
Ministry of Health

Pat Walker
Langley Township Fire Department
Fire Prevention Officers' Association of BC

Mike Walsh
Gibsons Volunteer Fire Department
Volunteer Fire Fighters' Association of BC